A Guide to Business Management Diagnosis Applied to a Logistic Warehouse

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Abstract: The aim of this research is to prove the applicability of a diagnostic tool which may be used as a guide for the design, assessment and monitoring of business management in any organization. The innovation of the proposed model resides in the merger of three disciplines: strategic management, marketing and total quality management. Each discipline has a different approach when planning its objectives, but all of them converge in this integrated model. By applying this guide to a logistic warehouse, the applicability of this integrated model is proved as it prioritizes the necessary performance in a systematic way while taking into account the strategic vision, the constant value exploration and the continuous improvement.

Key words: EFQM; BSC; holistic marketing; adaptation
JEL code: M0

1. Introduction

The strategic management models, such as the Balanced Scored Card (BSC), focus on analyzing the key performance indicators and discovering which objectives, aligned with the mission and vision of the company, lead to the best financial results.

The Holistic Market (HM) focuses on the need to explore, create and deliver value to three agents: the customer, the core competencies in the company and the collaborative networks.

The European Framework for Quality Management (EFQM) is based on the continuous improvement by way of the self-assessment of eight fundamental concepts: sustaining outstanding results, adding value for customers, leading with vision, inspiration and integrity, managing with agility, succeeding through the talent of people, harnessing creativity and innovation, developing organizational capability and creating a sustainable future.

The methodology used in integrating the three models is based on the Quality Function Deployment (QFD). The integrated model, thanks to the QFD, will provide a guide to business management as it contributes to prioritise the needs and performance.

In general terms, the steps carried out to develop this guide may be summarized in the following stages: